

TokenStars

2018 in Review

2018 in Review: TokenStars Key Results, Milestones, and Future Plans

2018 was a big year for expanding TokenStars business. Even in an unstable market environment, the team met the targeted goals and gained significant traction.

- ✓ 5 new modules are launched.
- ✓ 2 professional tennis players joined TokenStars.
- ✓ 16 sports stars joined TokenStars and provided exclusive lots for Crypto Charity Auction.
- ✓ Scouting module attracted scouts and 10+ players all over the world.
- ✓ ACE & TEAM tokens were listed on OKEEx and Bit-Z.
- ✓ TokenStars signed partnership agreements with AidCoin, Gomez Tennis Academy, REGA and Nomadic Capital.
- ✓ TokenStars World Cup 2018 Contest attracted 3000+ users to the platform.
- ✓ The articles about TokenStars were published in [Forbes](#), [Merkle](#), [CoinTelegraph](#) and many others.
- ✓ TokenStars participated at the OKEEx Global Meetup Tour and held AMA sessions with celebrities.

Last year was pretty challenging for the crypto world, TokenStars is no exception. The market conditions in 2018 were very highly volatile (not to say negative) - in such circumstances, it is important to focus efforts on key strategic goals that will bring the maximum result. For 2018 our principal tasks were concentrated on business operations and platform development:

1. Attract stars and sports talents to the platform, create client portfolio.
2. Increase the user base and grow its engagement.
3. Launch Scouting module as a core part of the platform.

4. Create project awareness for the sports and crypto industries.

We want to share with you the 2018 results, structured in several blocks:

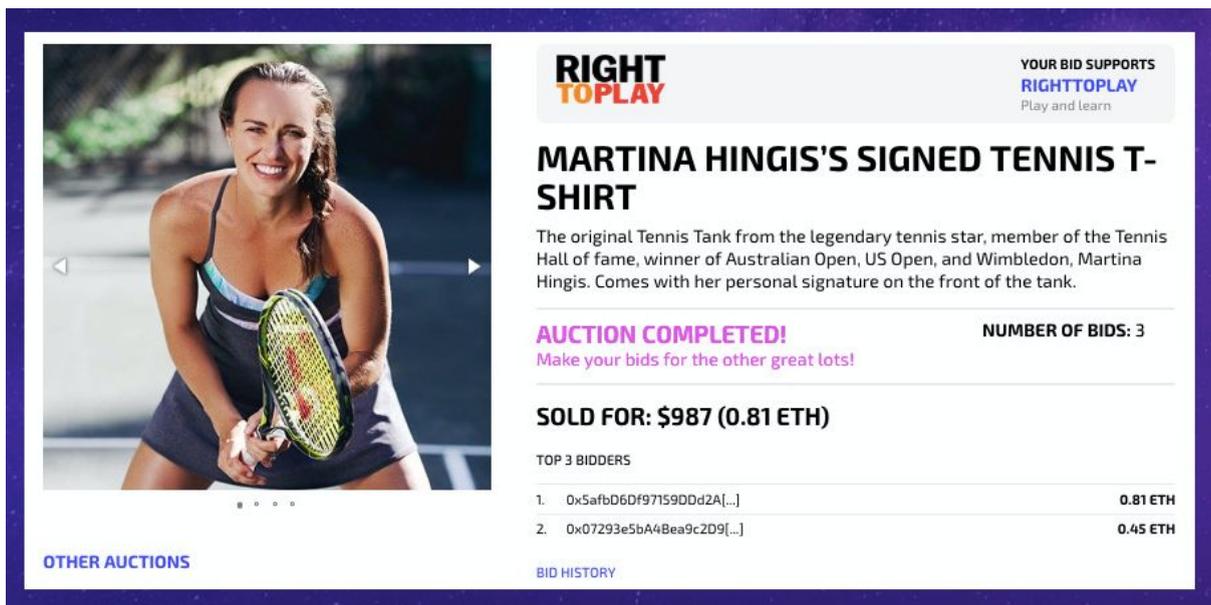
- Platform development and user base acquisition.
- Stars, sports talents and client portfolio.
- Partnerships and most significant activities.

PLATFORM DEVELOPMENT AND USER BASE ACQUISITION

In 2018 we have launched 5 modules of our platform, creating infrastructure for ongoing development.

1. Auctions module launched and joined by 15+ celebrities

[Auctions](#) were the first module launched on TokenStars platform. Personal items, donated by sports stars and celebrities, were sold on one of the first blockchain-powered auctions. Each item was backed with a separate smart contract, participants were able to buy them with ACE and TEAM (TokenStars tokens), BCH, ETH. All money was sent directly to the charity picked by each celebrity.



The screenshot shows an auction interface for a signed tennis t-shirt. On the left is a photo of Martina Hingis. The main text reads: "RIGHT TOPLAY YOUR BID SUPPORTS RIGHTTOPLAY Play and Learn MARTINA HINGIS'S SIGNED TENNIS T-SHIRT The original Tennis Tank from the legendary tennis star, member of the Tennis Hall of fame, winner of Australian Open, US Open, and Wimbledon, Martina Hingis. Comes with her personal signature on the front of the tank." Below this, it states "AUCTION COMPLETED! Make your bids for the other great lots! NUMBER OF BIDS: 3". The item was sold for \$987 (0.81 ETH). A table lists the top 3 bidders:

TOP 3 BIDDERS	
1.	0x5afbD6Df97159DDd2A[...] 0.81 ETH
2.	0x07293e5bA4Bea9c2D9[...] 0.45 ETH

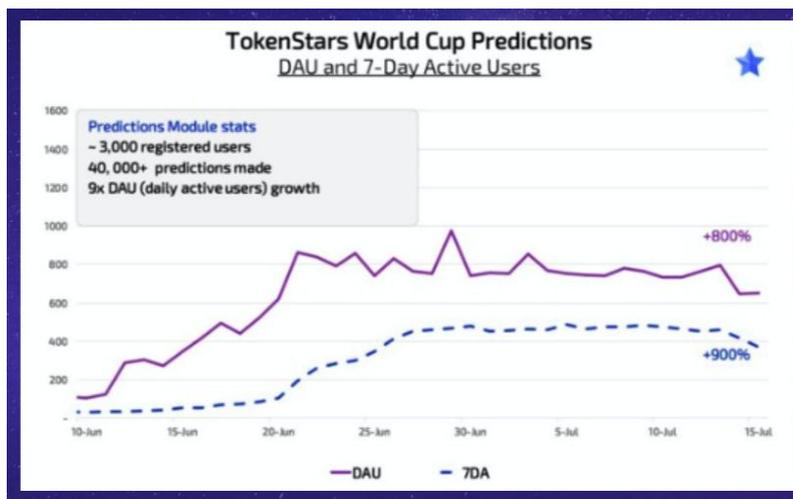
At the bottom, there are links for "OTHER AUCTIONS" and "BID HISTORY".

We are pleased that this auction has attracted such world celebrities as **Martina Hingis, Lothar Matthaus, Gianluca Zambrotta, Anastasia Myskina, Redfoo,**

Roger Ver and many others - 17 unique lots were sold at the auction. 244 participants made bids, the highest winning bid was \$987 (for Martina Hingis Wimbledon T-Shirt). It was a great start to create awareness and bring more players on the platform.

2. Releasing Sports Predictions and acquiring the user base

To increase the community and create the user base in Q2 we have launched activities in [Predictions module](#), which allows users to make sports forecasts and get token rewards. The data gathered and algorithms created around sports prediction module also gives us an opportunity to work with a huge and growing market of sports betting.



A great start to the module was the **TokenStars World Cup 2018 Contest**. This contest attracted a lot of attention from the sports and blockchain communities, and we are happy with the goals achieved. During the contest, nearly **3000** users have joined and registered in the TokenStars Predictions module. More than 50% of active predictors were invited

by their friends. The number of DAU (daily active users) **grew 9X times** per month (+**800%**). You can check more detailed stats [here](#).

The launch of the Predictions module and World Cup Contest grew the visibility and knowledge of the TokenStars project and positively affected the activity on the exchanges. We launch a new contest every month and try to glad our participants with only the best sports events, so the audience is steadily growing by **+3% each month**.

3. Scouting operations launched, first sports talent applications received

In November our team has presented the [Scouting module](#), which allows any talented junior player to receive assistance in financing and marketing promotion.

With this part of the platform, users can submit players' applications to the TokenStars scouting system and receive the rewards. Each application passes through several steps of assessment, finishing with community voting and contract signing. For every

successful step of submission, the scout is progressively awarded with ACE or TEAM tokens, with maximum tokens awarded for the player contracted by TokenStars.

Tennis was chosen as the first direction for scouting because tennis players hugely depend on funding. The module immediately began to attract attention - by the end of 2018, **10 promising players** (top-300 in ITF ranking) joined the platform, 5 of which were approved by TokenStars experts.

In addition to technical development, we created **our own legal framework** and talent scouting kit for our ecosystem.



MODULE

TALENT SCOUTING

TokenStars platform creates an efficient system of scouting, funding and further support of the talented athletes.

The innovative approach is based on encouraging the independent scouts to bring promising young talents on the platform.

After the talent application passes experts assessment and community voting, TokenStars will provide financial support and later receive commission from player's income.

HOW THE MODULE WORKS

Scouts, located all over the world, bring applications from talented juniors and receive rewards in tokens: ACE for tennis, TEAM for other sports (hockey, esports, poker, football). Scouts are strongly motivated to bring the most ambitious players, because [their compensation](#) depends on "how far" the submitted application progresses in the selection. The biggest reward is received for the player who signs the contract with TokenStars.

TokenStars breaks the barriers and creates scouting opportunities for everybody. Everyone can become a TokenStars scout: junior coach, academy representative, or even relatives of the player. You just need to create the TokenStars account, coordinate the submission with the talent and fill in the application form on our website.

DOWNLOAD MATERIALS:

- [Tennis Presentation](#)
- [Tennis Talent Agreement](#)
- [Poker Presentation](#)
- [Poker Staking Agreement](#)

Please use these materials to tell the player about TokenStars and opportunities we provide to the promising athletes.

4. Infrastructure development

Last year we also worked on infrastructure development and launched two important releases. The first of them was the [Voting module](#). The voting module is a part of the infrastructure layer of the Platform and is already involved in the operations of many other modules. Token holders vote without spending tokens, the resulting input from each voter is calculated proportionately to the number of tokens held. This approach allows us to value the opinion of the token holders who own more tokens with higher priority.

We also released an updated [dashboard](#). In the new dashboard, users are able to register, add personal information, add a wallet address and verify it and, most importantly, choose the status on the platform. Any token holder can become not only a sports fan but a scout or a promoter.

PLAYERS AND SPORTS TALENTS

5. Expanding portfolio of sports PRO clients and platform participants

An important stage in the development of the project was the signing of contracts with two excellent tennis players: **Marius Copil** and **Elitsa Kostova**.

Marius Copil is a Romanian professional tennis player playing on the ATP World Tour and ATP Challenger Tour and a member of the Romanian Davis Cup team. Copil is known for his extremely powerful and consistent serve. Marius achieved career-high No. 56 on 28 January 2019 after reaching Australian Open 2R.



MARIUS COPIL		ACE
PRO STAR		f t
AGE	WEIGHT	HEIGHT
28	86KG	193CM
RESIDENCE	ATP RANKING	
Arad, Romania	60	
✓ CONTRACT SIGNED		

Elitsa Kostova is a professional Bulgarian tennis player and member of the Bulgarian Federation Cup team. On September 12, 2016, she reached her highest WTA singles ranking of 130. Elitsa has enjoyed success on the ITF circuit winning 10 tournament titles (5 singles and 5 doubles). Elitsa is in top-3 Bulgarian best players in WTA ranking.



ELITSA KOSTOVA
PRO STAR

AGE: 29
WEIGHT: 0KG
HEIGHT: 0CM
RESIDENCE: Plovdiv, Bulgaria
WTA RANKING: 222

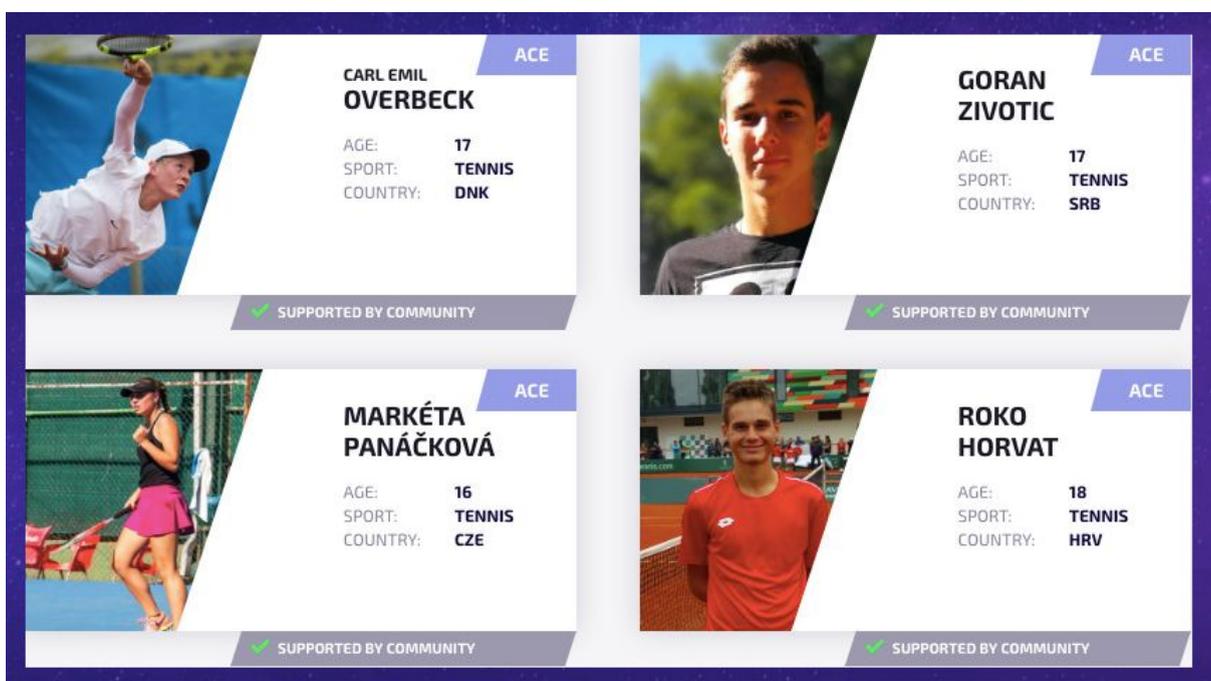
ACE

CONTRACT SIGNED

Throughout the year, we started a collaboration with many famous athletes, which share our vision and support the project. We are very pleased that our blockchain auctions were an excellent start for the TokenStars cooperation with renowned athletes: **Tommy Haas, Nikita Kucherov, Martina Hingis** and other truly great players that joined our platform.

6. Creating the scouting funnel

Along with professional players, we started to cooperate more closely with juniors. Scouts, located all over the world, made applications for talented young athletes and we're glad to have an opportunity to support such promising players. You can check their profiles in the [Scouting module](#).



CARL EMIL OVERBECK
AGE: 17
SPORT: TENNIS
COUNTRY: DNK

GORAN ZIVOTIC
AGE: 17
SPORT: TENNIS
COUNTRY: SRB

MARKÉTA PANÁČKOVÁ
AGE: 16
SPORT: TENNIS
COUNTRY: CZE

ROKO HORVAT
AGE: 18
SPORT: TENNIS
COUNTRY: HRV

ACE

SUPPORTED BY COMMUNITY

By the end of the year, more than **25+** sports stars and promising talents joined TokenStars platform.

PARTNERSHIPS AND OTHER SIGNIFICANT ACTIVITIES

7. Creating a network in sports and blockchain industries

In 2018, we developed a certain strategy and will stick to it this year. We are focused on 2 types of partnerships: with blockchain projects and with sports market participants - junior academies, agencies, clubs, independent experts.

One of the most significant partnerships of H1 2018 became a partnership with [AidCoin](#), a crypto project that aims to become the preferred method to donate transparently through the Ethereum blockchain, to drive the adoption of blockchain solutions for auctions and charity organizations. Last year we launched a celebrity crypto auction in partnership with AidChain for a professional Wilson Pro Staff tennis racquet with a personal signature of **Dusan Lajovic**.



ALICE FOR CHILDREN
10th Anniversary

AIDCOIN

YOUR BID SUPPORTS
ALICE FOR CHILDREN

**WILSON TENNIS RACQUET FROM
DUŠAN LAJOVIĆ**

Professional Tennis player. Davis Cup finalist, member of the Serbian national team. No. 56 in ATP rating.

This lot is presented in cooperation with AidCoin, which will provide transparency of donations and trackability of spendings of the funds raised inside the charity organization.

AUCTION COMPLETED!
Make your bids for the other great lots!

NUMBER OF BIDS: 8

In 2H 2018 TokenStars signed a partnership agreement with **Gomez Tennis Academy**, Florida, USA. In order to help junior athletes focus on their professional career, we took a strategic decision to partner and support promising junior players in funding their financial expenses during studies in the Academy. In addition to that, TokenStars will provide marketing promotion for the Academy's players. By the end of the year, two promising players from the Academy, [Alexander Bernard](#) and [Blu Baker](#), have joined the TokenStars scouting system.

We also signed partnerships with **REGA** and **Nomadic Capital**. At this moment we're focusing on other directions, but we may return to close cooperation in the future.

8. Joining the liquid exchange platforms

In choosing exchanges for listing, we relied mainly on the opinion of the community and exchange liquidity data, we tried to choose an option that would suit everyone. We chose top-10 platforms by liquidity: OKEx for ACE token and Bit-Z for TEAM token.

Our strategy for exchanges was primarily dictated by the situation on the crypto market. We are looking for a suitable option for listing both TokenStars tokens on the same exchange. We're constantly monitoring the situation and when there are interesting opportunities - we'll use them.

9. Launching marketing activities and creating awareness of crypto community

Last year we've begun to run the activities with famous athletes for our community and started with AMA sessions. Users had the opportunity to get answers from such football legends as [Lothar Matthaus](#) and [Gianluca Zambrotta](#), as well as from hockey star [Nikita Kucherov](#) and worldwide famous pop-star [Redfoo](#).

In August, TokenStars participated at the **OKEx Global Meetup Tour**. We talked about the TokenStars platform development, shared the project's experience on the partnership with OKEx and other exchanges and defined criteria for choosing the right crypto exchange for a listing. You can take a look at his speech [here](#).

In 2018 we received solid media coverage: the articles about TokenStars were published in [Forbes](#), [Merkle](#), [CoinTelegraph](#) and many others. There was also an interview with our team in [Breaker](#), in which we explained what makes TokenStars unique and how blockchain technology can solve the problems of the sports industry.

Last year we developed main strategies and we will stick to them this year. The team gained good momentum and now we continue to actively work on the development of the platform.